

Robert E. Jordan Biography



Robert (Bob) Jordan
EVP and Chief Commercial Officer, Southwest Airlines

Bob Jordan serves as Southwest Airlines' Executive Vice President and Chief Commercial Officer.

In his EVP role Bob provides executive leadership for Marketing, Revenue Management, Network Planning, Customer Support and Services, Customer Relations, and the Customer Experience. Bob's key responsibilities include oversight of the Southwest brand, continuous improvement of the customer experience, growing the award-winning Rapid Rewards loyalty program, product distribution and southwest.com, setting the company's route network and pricing strategies, and delivering on the company's revenue plan. Bob is also responsible for delivery of key company initiatives, including the multi-year replacement of the company's domestic reservations system.

As part of his responsibility for development and execution of the company's commercial strategy, Bob led the \$3.2B acquisition of AirTran Airways, and provided executive oversight for delivery of an all new southwest.com e-commerce platform, development of the all new Rapid Rewards loyalty program, and the recent comprehensive "Heart" brand refresh. As part of the AirTran acquisition, Bob served as president of the AirTran subsidiary through the successful conclusion of the integration in December, 2014.

Bob joined Southwest Airlines in 1988, and has served in roles including Director Revenue Accounting, Corporate Controller, Vice President Procurement, Vice President Technology, Senior Vice President Enterprise Spend Management, Executive Vice President Strategy and Technology, and Executive Vice President Strategy and Planning. Inclusive to those roles, Bob has had additional responsibility for corporate facilities, fuel procurement, and the internal audit functions. During his time at Southwest he has led numerous significant change initiatives, including development of the company's Business Select and Early Bird products, an enhanced boarding process, development of a strategic procurement organization, and a revitalization of the technology organization in conjunction with The Feld Group.

Bob serves on the Board of Directors for The Container Store, where he chairs the Audit Committee and is a member of the Culture and Compensation Committee.

Prior to Southwest Bob worked for Hewlett-Packard as a programmer and financial analyst. He holds an undergraduate degree in Computer Science, and a Masters in Business Administration, both from Texas A&M University.

Bob and his wife Kelly live in Flower Mound, Texas, and have two grown children. They are active in charitable and civic organizations, including Cross Timbers Community Church, Compassion International, and the Metropolitan Opera.